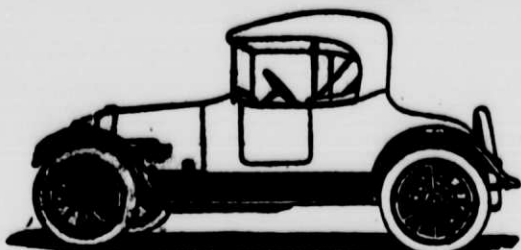


Announcing The Reo Models and Prices

Two Important Price Reductions—Two Interesting New Models

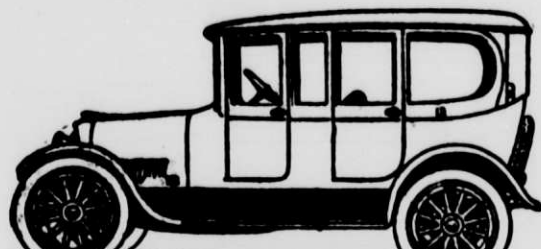
*Prefaced by a Few Pertinent Paragraphs
Pertaining to the Reo Policy and Program*



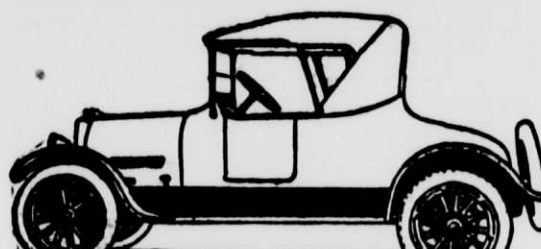
The New Four Cylinder, 4-passenger Reo Roadster, \$875



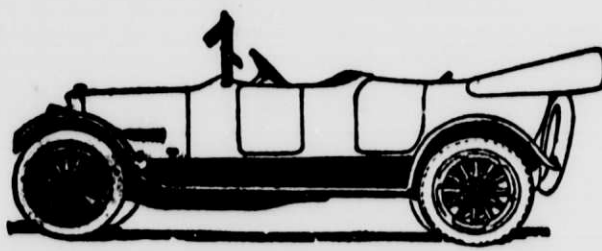
The new Reo the Fifth, "The Incomparable Four," \$975



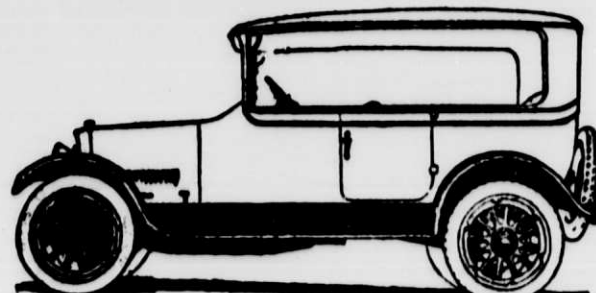
The New Four Cylinder Reo Sedan Car, \$1025



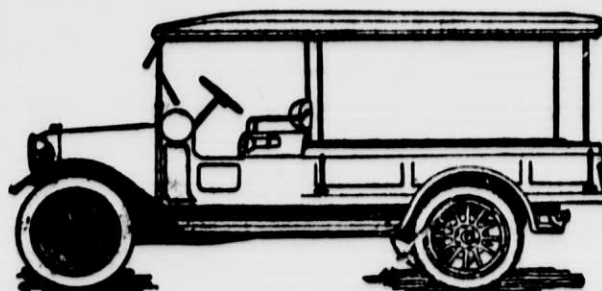
The New 6-cylinder Reo Six Roadster, \$1150



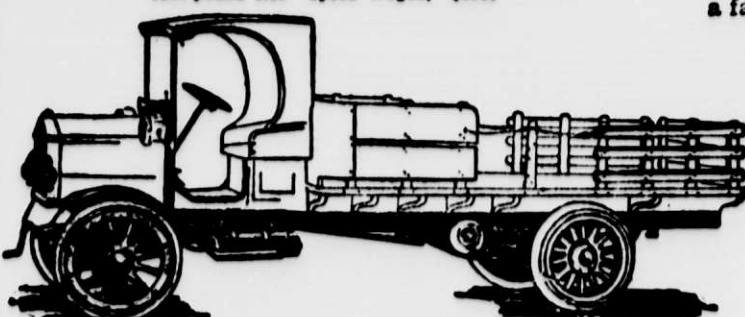
The New 6-cylinder Reo Six Touring Car, \$1150



The New Reo Six 7-passenger Sedan, \$1750



1500-pound Reo "Speed Wagon," \$1000



5-ton Reo Truck (Chassis only, with Driver's Seat and Cab) \$1650
All prices are f. o. b. Lansing, Mich.

FIRST LET US SAY, since it is relevant at this time, that Reo has not, is not now, and will not be concerned in, or a part of, any merger, combination or consolidation with other automobile concerns.

THE AIR HAS BEEN FULL of rumors of proposed plans for the uniting of several rival concerns for weeks past. The wildest rumors have gained currency and some credence.

ANY CONCERN THAT COULD by its financial standing lend strength; by its organization and experience lend confidence; or by its reputation lend respectability to such a plan, has been mentioned in the gossip.

AND SO REO, THE PIONEER—financially one of the strongest in the world—has been much discussed, much coveted by promoters.

THAT'S WHY WE SAY at this time—and we desire to make it as strong and clear as words can convey—Reo is not and will not be one of these.

REO WILL CONTINUE to do business at the old stand in the old Reo way, striving from day to day to give to Reo buyers just as much of value as our experience and facilities will permit—and that, as you already know, has always been just a little more than you could obtain elsewhere.

WE HAVE NOTHING TO SELL, we Reo folk. Nothing save the legitimate product of our factories.

WE ARE MANUFACTURERS—not promoters. Merchandisers—not stock manipulators.

THAT WHICH WE HAVE we prize so highly none other could see the value we'd put on it.

WE HAVE A PERMANENT business—of how many other automobile concerns can that be truly said? That asset—who can inventory—who appraise?

NO: WE HAVE NOTHING TO SAY against such combinations, nor against those who make or who join them. Undoubtedly they are good—for those on the inside.

AS TO THEIR INFLUENCE for good or ill on the trade—or the consumer—time alone can tell. Anyway that question has not been asked, nor that phase considered, apparently—so why should we try to answer it?

WE WILL SAY THIS THOUGH—that the spirit of "I've got mine, so I don't care," which is invariably preceded by "When I get mine, etc."—has, in our opinion, seriously retarded this great industry and lowered the general standard of the product.

TOO FEW HAVE BUILT for permanency—too many alas, for the quick clean-up.

GROOMING A BUSINESS for such a coup involves forcing production to the limit to show paper profits—and the result is a product of mediocre quality at best.

FRANKLY WE DON'T KNOW—we Reo folk—where we could put the money (did we listen to the siren song of the promoter); we don't know where we could reinvest the money with equal safety and with as good prospects for, not larger, but as steady and certain returns permanently. We don't know.

THE REO POLICY IS SUCH; the Reo product is such; Reo reputation is such; that this business is as sound, as permanent, as sure as any other business in the world—in or out of the automobile industry—bar none. It is so regarded by bankers and business men the world over.

ASK YOUR OWN BANKER—he will tell you.

SO WHAT COULD WE GET in return for this business (honestly get, of course) that would be a fair exchange.

THIS BUSINESS WAS CONCEIVED IN PRIDE—and that pride of achievement is its greatest guarantee of quality in the product to you—and of its permanence to us.

THEN THERE'S THAT OTHER ANGLE that some might call foolish sentiment but which we, old fashioned Reo folk, regard most seriously—namely, the obligations we have assumed toward distributors and dealers and buyers of Reo Motor Cars and Trucks.

COULD WE, IN HONOR, entrust to any other the fulfillment of those obligations—and enjoy the money we had received?

WE REO FOLK HOLD that the sale of a car is not the consummation, but only the beginning of a transaction.

TO OUR WAY OF THINKING we assume, at the time we accept the check in payment, an obligation that shall endure so long as that car is in operation.

YOU SEE, WE ARE OLD FASHIONED—very old fashioned, we've been told.

BUT THIS IS AN AD and we should talk business—"hard cold business" in an ad. So we'll say no more on that subject! Leave it to those who are interested in such things—those who have a price.

YOU WANT TO KNOW—everybody always wants to know—what models Reo will make the coming year, and the price of each.

OF COURSE THERE ARE NO NEW MODELS—new chassis models we mean. You do not look for, do not expect, do not want new chassis models from Reo.

THAT ISN'T THE REO WAY. Refinements—of course. Detail improvements—wherever and whenever we can find a place or a way to make them.

NOTHING RADICALLY NEW is ever offered to Reo buyers. For it isn't new when it gets to you—it has been thoroughly tried and conclusively proven before we let it get into a Reo car.

NEW BODY TYPES—YES—and some that put Reo in the highest class of cars in looks as well as in performance and longevity. We'll treat of each in turn.

REO THE FIFTH COMES FIRST, of course. First not only among Reos, but among motor cars.

FOR THIS IS THE GREATEST automobile ever built, we verily believe.

THIS IS THE SEVENTH SEASON that Reo the Fifth has been standard in practically its present form.

NO: THE PRICE WILL NOT BE CHANGED this season. We will not increase—we cannot lower it.

ACTUAL COST OF MAKING is now more (\$50 more) than when the present price, \$875, was set a year ago. And we had made this model so long; had so refined and perfected manufacturing processes; had reached such a high state of efficiency in production; and cut dealers' discounts so low that we had, then, reached rock bottom.

IT WAS AN ACHIEVEMENT of the first magnitude to produce such a car and sell it at such a price—\$875.

TODAY YOU SEE OTHERS increasing prices all along the line. They must do so. They have no choice.

ORDINARY BUSINESS RULES dictate that we also "lift" the price of Reo the Fifth \$50 at least.

BUT REO PRIDE PROMPTS that we absorb the extra cost, as we have for months past, and keep the price where it is until conditions will, happily, return to normal.

THE FOUR-CYLINDER ROADSTER—same wonderful chassis, same price, is the smartest thing on wheels—the most popular car in the world among physicians, and all professional and business men. Also \$875.

TO SUPPLY A GROWING DEMAND for an enclosed body on Reo the Fifth chassis, we have planned to build a limited number. The quality will be Reo—which is to say, excellent. The top is rigidly supported at front and rear. Removable glass panels convert it into a veritable limousine for winter, and these discarded and with jiffy curtains (which are also furnished) it is an ideal summer touring car. The price is \$1025.

THE NEW REO SIX will continue in its present popular forms—the 7-passenger touring car and the classy 4-passenger roadster; and we will make a limited number with Sedan bodies to supply an insistent demand for this type of body on this splendid chassis.

THE PRICE IS REDUCED \$100 on the 7-passenger and roadster models. Now \$1150!

NOW YOU WONDER, and naturally, how we can reduce the price of the Reo Six models and not the Four—especially after what we have just told you about the increased cost of production.

SEEMS ILLOGICAL at first blush—doesn't it? But it isn't. For the truth is never illogical. And the truth is that despite the present higher prices of materials and labor still it costs us less to make this six-cylinder model than it did a year ago.

BY THE WAY—there's the greatest possible example of the workings of the Reo plan and its beneficence to buyers. Listen!

REO THE FIFTH SOLD FOR \$1250 in 1912. Its price was reduced by successive stages from year to year as follows: \$1175, \$1050, and now is \$875 f.o.b. Lansing.

SAME CAR?—No—an infinitely better car—for each year we have incorporated refinements and added equipment as the art has developed.

AND WE TOLD YOU EACH YEAR the reason for the reduction—that we had absorbed a portion of the initial—experimental, tool jig, die and special equipment—cost, and were giving you the benefit.

THIS POPULAR REO SIX is now in its third season. It has passed the same stages through which its great four-cylinder namesake went—initial costs have been absorbed, charged off. And in accordance with that unwavering Reo policy we give the buyer the benefit and set the price at \$1150 f.o.b. Lansing.

WE WILL MAKE A LOT MORE of these 4-passenger Six Roadsters the coming season. We underestimated the appeal and the demand for this model. It proved one of the most popular Reos ever built.

OUR RECORDS INDICATE that the majority of those who bought Reo Six Roadsters the past season were men who formerly had paid \$3000 to \$5000 for their cars.

HERE'S A THOUGHT FOR YOU: If you must "count the cost" you can't do better than to follow the lead of the millionaire in the selection of an automobile.

FOR THE MAN WHO CAN "afford to pay any price he likes" for a car, is the very man who doesn't. He insists on real value for his money—and his knowledge of values more often dictates a Reo than any other.

THE SIX SEDAN speaks for itself, though, truth to tell, an illustration does it scant justice.

YOU MUST SEE IT where you can study its artistic lines and faultless finish to fully appreciate this latest Reo which we price at \$1750.

NOW A WORD ABOUT THE TRUCKS since 60 per cent of all Reo automobile distributors also handle Reo motor trucks.

PRICE OF THE 1500-POUND REO "Speed Wagon" has been reduced to \$1000.

SAME REASON—SAME POLICY—reduced cost of manufacture despite higher present cost of materials—as enunciated in speaking of the Reo Six.

NEVER SINCE THE DAY this model was announced—and we made only one general announcement in the whole year—have we been able to supply the demand. Never, though the new Reo Truck plant covers 4½ acres of ground and is running to capacity.

AND THAT TWO-TON REO. What shall we say? What need we say? We submit, it is the greatest 2-Ton motor truck in existence. Has been standard for longer. Has given greater proof of its sturdiness and efficiency and low cost of upkeep.

IF WE ARE TO JUDGE by that over-demand, we may well assume that we could sell all that we could make were the price \$2500, instead of \$1650.

AND FINALLY A WORD about the big general plan—a brief reiteration of the Reo policy.

WE STILL ADHERE to our determination never to make more Reo cars or trucks than we can make and make every one good.

TEMPTATION IS GREAT of course. Dealers protesting, buyers begging for more Reos. But we know—we know—on what solid foundation this Reo success was built; and we'll jealously guard that policy to the last.

RIGHT NOW—AUGUST—there are more orders on hand at the factories than at any previous time in Reo history. Orders hopelessly in excess of factory output—and that also is greater than ever before.

AND RIGHT NOW Reo stands higher in the esteem of buyers and of the trade than ever before.

\$30,000,000 PER ANNUM is not small by any means. Reo is in fact one of the largest in point of production. We have no ambition, however, to be the largest. Don't want to make all the automobiles—only the best.

RATHER THAN INCREASE the quantity we shall strive always to improve the quality so that, as the art advances and cars generally improve, still Reo will continue to be known as—"The Gold Standard of Values."

REO MOTOR CAR COMPANY
REO MOTOR TRUCK COMPANY,
Factories: Lansing, Michigan

REO MOTOR CAR COMPANY
Broadway & 54th Street
New York, N. Y.

"THE
GOLD STANDARD
OF VALUES"